

salary survey

PAINTS BLEAK PICTURE FOR EMPLOYEES

A SURVEY OF the events industry by Event Recruitment has found that the majority of employees are not happy with their current remuneration.

Job title	Typical salary	Range
Event Administrator	\$35,000	\$30,000 - 40,000
Event Coordinator	\$53,000	\$45,000 - 60,000
Conference Coordinator	\$52,000	\$45,000 - 60,000
Exhibition Coordinator	\$50,000	\$40,000 - 55,000
Marketing Coordinator	\$55,000	\$45,000 - 60,000
Event Manager	\$70,000	\$60,000 - 85,000
Conference Manager	\$70,000	\$60,000 - 80,000
Exhibition Manager	\$67,000	\$60,000 - 75,000
Marketing Manager	\$75,000	\$65,000 - 90,000
Venue Manager	\$55,000	\$50,000 - \$60,000
Business Development Manager	\$67,000	\$55,000 - 80,000
Event Producer	\$85,000	\$75,000 - 100,000

The survey, devised primarily for employers of staff in the events industry within Australia and conducted by Event Recruitment, provides a snapshot of salaries, job and work satisfaction, and employees' opinions on the "state of play" of their employment in light of current economic uncertainty.

The survey was completed by a large sample of employees within the events industry and covered four main subject areas including job hunting, current employment experience, salary and benefits and salary survey data.

Of those surveyed 56 per cent were permanent, 20 per cent were temporary, and 18 per cent were on a fixed term contract.

An overwhelming majority (86 per cent) of respondents confirmed that their preferred work mode was permanent employment over temporary and/or contract roles with Event Recruitment suggesting that it appears as if job security still wins over job variety.

"The majority of respondents (62 per cent) believed that the biggest challenge they faced when job hunting was that there were not enough opportunities available," the report says.

"This result could simply be telling us that not enough employers are looking to recruit events staff at present."

Another 16 per cent of respondents believed that competition from other candidates was the main barrier to finding a new role which, again, could reflect the findings above but could also be because employers perceive these candidates to be lacking in relevant skills and experience compared to others.

A significantly large proportion (70 per cent) of respondents said they were currently looking at other employment options at this time.

"Whilst we are not sure how many were considering other event roles as opposed to a role outside the industry (a question for next time), this is a potentially large number and could suggest that there is a current oversupply of candidates in the market. However, this finding may also be high partly because 15 per cent of our sample are in temporary contract roles and these are workers who do tend

to remain in the market looking for their next employment contract. "As well, our sample includes some past and present candidates from our database with a proportion of more recent candidates by definition being current job seekers."

Two thirds of respondents (66 per cent) believe a tertiary qualification in events is either "important" or "very important" in furthering their career in the industry.

Two thirds of respondents (65 per cent) would move overseas to secure the right role, a result which highlights that event staff are prepared to be mobile to secure the best roles available.

"Perhaps it also reflects the demographic for event staff, with a large proportion being single or unmarried job seekers without families," Event Recruitment says.

Salary expectations

The survey found 22 per cent of respondents felt that their positions weren't meeting their salary expectations.

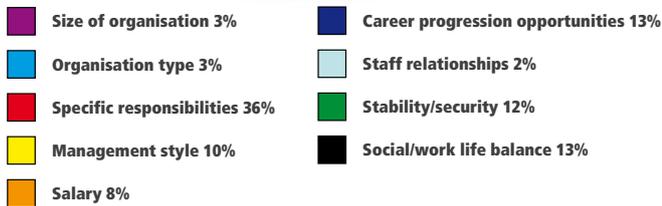
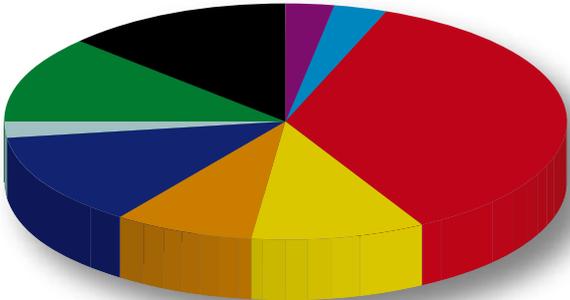
More than half of respondents (52 per cent) are unhappy with their current salary but almost the same number (51 per cent) had not received a salary review in the last 12 months.

"It is likely that those who are unhappy with their current salary are the very same ones did not receive a review in the last 12 months. Based on these results, employers could either be unhappy with staff performance or alternatively, economic conditions may be putting pressure on their cash flow and therefore their ability to offer salary increases at this time.

"Whatever the reason, as we have already stated, employers need to look at their salary and performance review policies to ensure they stay in touch with market levels and also provide regular staff performance feedback."

Almost half (49 per cent) of respondents confirmed their current employer offered benefits and/or bonuses in addition to their salary – "an encouraging trend but possibly offset by the reluctance of

What is the most important factor in your role/employment that determines your job satisfaction?



employers to review/increase their staff salaries,” Event Recruitment concludes.

Salary breakdown

The table at left quotes salaries based on data collected over the past six months by Event Recruitment. The salaries have been sourced from both candidates and clients and include current candidate remuneration and new employment offers made by employers over this time frame.

Salaries quoted are a base salary only and do not include superannuation, bonus payments or other benefits.

The “Typical Salary” quoted is the average salary paid at a particular level. The “Range” quoted refers to the band within which most salaries for staff at a particular level fall. In most cases, 75 per cent of the responses fall within this range.

Poor management affects performance

The most significant factor affecting work productivity and motivation was poor management style (17 per cent).

“Employers must acknowledge, implement and maintain effective communication strategies to ensure ongoing staff motivation and morale and the obvious flow on benefits to not only work productivity but ultimately company profitability,” Event Recruitment says.

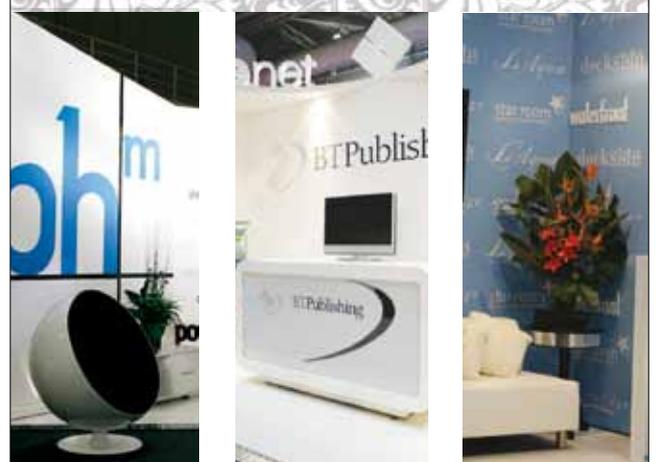
“A good starting point would be to ask your staff the very same question above and go from there. Interestingly again, a relatively low number (14 per cent) selected low salary as the main issue affecting work motivation, something to bear in mind if you are considering offering a monetary bonus to motivate your team.

“Of course, this also underlines the fact that different things motivate different people and it is crucial to recognise these individual differences (again, this can only be achieved through effective communication!).”

For further details on this survey visit www.eventrecruitment.com.au.



5-7 Bourke Rd Alexandria NSW 2015
T 02 8399 2299 F 02 8399 3377



2007 National MEA award winner for
'Exhibition Support, Products & Services'